

Reward Your People with the Gift of Accuracy

A Perfect Promotional and Educational Tool

Word blunders can confuse others and embarrass you, your staff, or your clients. They can certainly cost you business!

Is it “accept” or “except”; “affect” or “effect”?
Find out instantly.

Word Trippers, created by Barbara McNichol, guides accuracy in all communications—writing, speaking, training, coaching, marketing.



Writing Blunders CAN Cost You Business

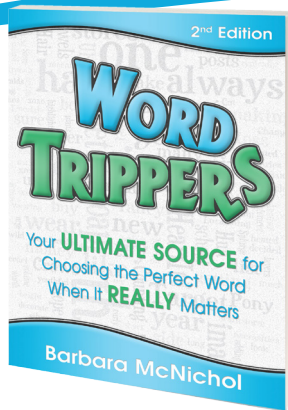
Help Staff and Clients Communicate Correctly ~~Everyday~~ Every Day

Plan your promotional campaigns to use *Word Trippers*—book, card deck, word magnets, calendar, and audio CD—as a bonus, reward, or client giveaway. All formats show how to match the right word with the intended meaning when it matters most.

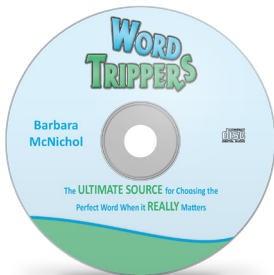
For information on *Word Tripper* products quantity purchases, customization, or licensing, please contact:

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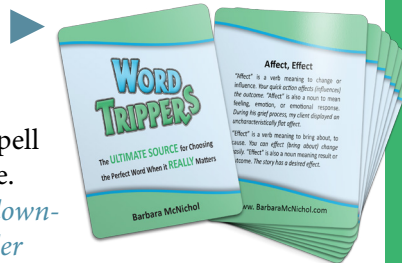


BOOK
390+ pesky pairings that can trip people up. Answers easily found in the print or downloadable version of *Word Trippers: Your Ultimate Source for Choosing the Perfect Word When It Matters Most*.
Also available as an electronic download.



AUDIO CD
For listening to *Word Trippers* while commuting, exercising, or when otherwise convenient. *Also available as a downloadable license.*

CARD DECK
Handy reminders on which word to use when—and how to spell it! Choice of card size.
License available as downloadable autoresponder series.



CALENDAR
In a handy desk-top jewel-case. One Word Tripper a week for one year!
License available as downloadable autoresponder series.



WORD MAGNETS
Make finding easily confused words fun—like playing a word game on your refrigerator.

www.BarbaraMcNichol.com